



# **TJIC Alert**

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**March 2011**

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## **COMMUNICATION / SOCIAL MEDIA**

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### **1. America Calling: A 21st-Century Model**

Kim A. Elliott

Foreign Service Journal

Currently available online at

<http://www.foreignservicejournal-digital.com/foreignservicejournal/201010?pg=33#pg33>

p. 31-37

October 2010

The author, an audience research analyst for the U.S. International Broadcasting Bureau (IBB), believes that the Broadcasting Board of Governors, a bipartisan agency since 1995 that has been a "firewall" between the U.S. government and the international broadcasting entities it funds, should move to consolidate all U.S. government-funded international broadcasting into one multimedia organization. Under its present mandate, IBB selects the directors and presidents of these entities, and provides general supervision, such as proposing the addition or elimination of language services and investment in various media technologies. As a result, there is considerable duplication in the news coverage of VOA, the best known of the radio stations, and in the surrogate entities along with duplication in management and administrative structures. This hinders, at least in theory, a full-service broadcasting effort. To deal with these challenges, the BBG should look to its British counterpart, the BBC, as a useful benchmark to emulate.

### **2. Politics Goes Mobile**

Lee Rainie and Aaron Smith

Pew Internet & American Life Project

Full Text: [http://www.pewinternet.org/~media/Files/Reports/2010/PIP\\_Mobile\\_Politics.pdf](http://www.pewinternet.org/~media/Files/Reports/2010/PIP_Mobile_Politics.pdf)

11 p.

December 23, 2010

More than a quarter of American adults – 26% – used their cell phones to learn about or participate in the 2010 mid-term election campaign.

[Note: contains copyrighted material].

### **3. Emergency Communications: Broadband and The Future Of 911**

Linda K. Moore

Congressional Research Service

Full Text: <http://www.fas.org/sqp/crs/homesecc/R41208.pdf>

33 p.

April 27, 2010

Today's 911 system is built on an infrastructure of analog technology that does not support many of the features that most Americans expect to be part of an emergency response. Efforts to splice newer, digital technologies onto this aging infrastructure have created points of failure where a call can be dropped or misdirected, sometimes with tragic consequences.

### **4. Video Calling and Video Chat**

Lee Rainie and Kathryn Zickuhr

Pew Internet & American Life Project

Full Text:

[http://www.pewinternet.org/~media/Files/Reports/2010/PIP\\_Video%20calling%20data%20memo.pdf](http://www.pewinternet.org/~media/Files/Reports/2010/PIP_Video%20calling%20data%20memo.pdf)

12 p.

October 13, 2010

Almost a fifth of American adults – 19% – have tried video calling either online or via their cell phones. These figures translate into 23% of internet users and 7% of cell phone owners who have participated in video calls, chats, or teleconferences. Video calling has become increasingly available as camcorders have spread through the online environment, cameras have been built into smart phones, and as video-chat services like Skype, Google Talk, and Apple iChat have become a feature of the online and smart phone environment. Teleconferencing is also becoming more embedded in the business environment.

[Note: contains copyrighted material].

### **5. The Social Side of the Internet**

Pew Internet & American Life Project

January 18, 2011

40 p.

Full Text: [http://pewinternet.org/~media/Files/Reports/2011/PIP\\_Social\\_Side\\_of\\_the\\_Internet.pdf](http://pewinternet.org/~media/Files/Reports/2011/PIP_Social_Side_of_the_Internet.pdf)

The internet is now deeply embedded in group and organizational life in America. The study finds that 75% of all American adults are active in some kind of voluntary group or organization, and internet users are more likely than others to be active: 80% of internet users participate in groups, compared with 56% of non-internet users. And social media users are even more likely to be active: 82% of social network users and 85% of Twitter users are group participants.

[Note: contains copyrighted material].

### **6. Older Adults and Social Media: Social Networking Use among Those Ages 50 and Older Nearly Doubled Over the Past Year**

Mary Madden

Pew Internet & American Life Project

Full Text: <http://www.pewinternet.org/Reports/2010/Older-Adults-and-Social-Media.aspx>

13 p.

August 27, 2010

While social media use has grown dramatically across all age groups, older users have been especially enthusiastic over the past year about embracing new networking tools. Social networking use among internet users ages 50 and older nearly doubled—from 22% in April 2009 to 42% in May 2010.

[Note: contains copyrighted material].

**7. 22% of Online American Used Social Networking Or Twitter For Politics In 2010 Campaign**

Aaron Smith

20 p.

Pew Internet & American Life Project

January 27, 2011

Full Text:

<http://www.pewinternet.org/~media/Files/Reports/2011/PIP-Social-Media-and-2010-Election.pdf>

After first gaining prominence as tools for political engagement during the 2008 presidential election, social media became a regular part of the political environment for voters in the 2010 midyear elections. Some 22% of online adults used Twitter or social networking sites such as Facebook or MySpace in the months leading up to the November, 2010 elections to connect to the campaign or the election itself. [Note: contains copyrighted material].

**8. Understanding Technological Evolution and Diversity**

Kevin Kelly

p. 44

The Futurist

March/April 2011

The diversity of the universe has been increasing since the beginning of time. In its very first seconds, the universe contained only quarks, which began to assemble into a variety of subatomic particles within minutes. By the end of the first hour, the universe contained dozens of types of particles but only two elements -- hydrogen and helium. Over the next 300 million years, drifting hydrogen and helium bound themselves together into masses of growing nebulae that eventually collapsed into fiery stars. The trend toward diversity is further accelerated by the technium. In a world of converging global standards, a recurring fear among minority cultures is that their niche differences will be lost. These niche differences need not vanish. In fact, the increasingly common carrier of global communication can heighten the value of these minorities' cultural differences. Technologies have a social dimension beyond their mere mechanical performance.

**9. The Future of Digital Communications Research and Policy**

Scott Wallsten

10 p.

Federal Communications Law Journal

December 2010

Over the past decade, broadband has become nearly ubiquitously available to households and firms throughout the industrialized world. This rapid growth has spurred interest by policymakers and academics in understanding how public policies affect -- and, hopefully, encourage -- investment and adoption. While such knowledge is useful, it is important to recognize that broadband investment and adoption are only inputs into societal well-being. The current belief that broadband can address short-term economic concerns has led to a certain degree of incoherence in research and policy discussions about broadband. This Essay begins by discussing, at a broad level, whether broadband and digital communications technology in general are likely to fundamentally affect the nature of the economy. The remainder of the Essay discusses what those effects may be, where they will originate, and how they should think about measuring them. It concludes with suggestions on how to build a more robust foundation for future research on the economic effects of broadband.

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